

# 2016 Agritourism Media Awards



*“Celebrating and sharing the farms and rural communities of West Virginia”*

*Presented during the West Virginia Small Farm Conference  
February 25, 2016 at the Winter Blue’s Farmers’ Market  
Charleston Civic Center, Charleston, WV*

## **Purpose:**

The purpose of the Agritourism Media Awards is to celebrate and recognize excellence in the advertising and promotion of West Virginia Agritourism destinations and attractions.

## **Entry:**

- Entry is free to qualified entities.
- Ribbons and recognition will take place during the 2016 Small Farm Conference at the Winter Blue’s Farmers’ Market on Thursday, February 25, 2016 in Charleston, WV at the Charleston Civic Center
- The submission of entries will be accepted until the close of business, **Friday, February 12, 2016.**
- All submissions and winners must stay in place until the conclusion of the West Virginia Small Farm Conference February 25 – February 27, 2016. Awards and submissions will be mailed to recipients unable to participate at the conclusion of the conference.

## **Guidelines:**

- Decision of the judges is final.
- Entry items must be intended for distribution to the general public and directly related to the actual event or service.
- Submissions agree to allow their event and entry to be available for promotion and future program publicity.
- All submissions should be in good condition and suitable for mounting.
- You must use a plastic sleeve or other protection to mail your entry.
- **YOU MUST INCLUDE** a label on the back of your entry with the following information:
  - Name of organization/entity
  - Category entered (see below)
  - Contact information for entrant including email
  - Distribution information (*i.e.: Number of copies printed, number of web impressions, where was the material distributed, what were the results, how effective was the promotional effort*); remember this is your chance to “pitch your piece.”

- **For photo entries.** Submit one quality photo with your entry. Provide a brief caption on the back of the entry and photo credits.
- **For website entries.** The nature of many websites does not allow full printing for display purposes. To enter this category, please submit the exact URL address for the home page of your site. Print out a cover sheet with a logo or other representation of your website or organization. On the back submit the completed entry form. Be sure to **clearly identify the home page of your site** so that the judges can review your submission and explore the functionality of your site.
- **For video entries.** The video needs to be during one of your scheduled events at the farm and no longer than 3 minutes.

**Judging Criteria:**

Promotional material should be:

- a. Informative
- b. Motivational
- c. Based on a central theme
- d. Appropriate for the activities and audience
- e. Excellently produced

**Entry Categories:**

Be sure to clearly mark your entry into **one** of the following categories:

1. Best printed promotional material for an attraction or event.
2. Best website for an agriculture entity.
3. Best social media campaign, any Agritourism entity or event.
4. Best photo depicting West Virginia Agritourism.
5. Best Agritourism Video (3 minutes or less).

**All entry materials should be mailed to:**

**(Please note entries must be received by the close of business on February 12, 2016)**

West Virginia Department of Agriculture  
Communications & Marketing Division

Beth Southern  
1900 Kanawha Blvd., East  
Charleston, WV 25305

**Questions or additional information.**

Contact Beth Southern at (304) 558-3708 or [bsouthern@wvda.us](mailto:bsouthern@wvda.us)

# West Virginia Agritourism Media Awards

ENTRY FORM 2016

Name of Event or Attraction: \_\_\_\_\_

Person Submitting Entry: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

If entering the Social Media Campaign or website categories (only web address needed for website), please provide the following additional information, if available:

Website URL

Facebook URL

Twitter Name

YouTube Channel

Pinterest Page

Other (add as many as  
you would like; list  
social media source and  
how the judges' can get  
to your page/area

## **Entry Categories:**

Be sure to clearly mark your entry into **one** of the following categories:

1. ( ) Best printed material for an attraction or event.
2. ( ) Best website for an agritourism entity.
3. ( ) Best social media campaign, any Agritourism entity or event (see below).
4. ( ) Best photo depicting West Virginia Agritourism.
5. ( ) Best Agritourism Video (3 minutes or less)

This social media and video categories will recognize excellence in Agritourism social media promotion. Criteria for judging may include:

- a) Amount of time that entity has had in social media applications/number of applications (correlated; length of time versus total number of platforms considered---not just a quantitative criteria)
- b) Branding consistency throughout social media platforms
- c) Integration of social media applications with other marketing techniques (i.e. reference back to website)
- d) Frequency and timeliness of posts/updates
- e) Call to action/engagement of social media users; interactivity
- f) Community stewardship (interaction with community, similar enterprises, other West Virginia Agritourism activities)
- g) Functionality/ease of use (can non-computer owners interact or contact entity or receive information.
- h) Visual appeal (i.e. attractive photos, backgrounds, etc.)

*Checklist for submission(s):*

- *Submitted a separate entry form for each submission?*
- *Provided the requested information on the back of your entry?*
- *Provided the correct website address for your entry (if applicable)? Provided a caption and photo credit (if applicable)?*
- *Mailed your entry to arrive before February 12, 2016?*

### **Questions or additional information**

Contact Beth Southern (304) 558-3708 or [bsouthern@wvda.us](mailto:bsouthern@wvda.us)

